



a service of DART First State
1-888-RIDE-MATCH • ridesharedelaware.org



For Immediate Release: April 20, 2009

Contact: Joe Rogalsky/302-745-9299; Tammy Ford, Rideshare Delaware, 302-652-2780

Rideshare Registers 15,000 Commuters

Program improves air quality, congestion

WILMINGTON – Governor Jack Markell and Department of Transportation Secretary Carolann Wicks marked a significant milestone in the State’s goal of reducing the number of vehicles on the roadways with the announcement of 15,000 commuters in the DelDOT/DART Rideshare program.

The 15,000th commuter is Candi Travers, a Wilmington Trust staff member who registered for Rideshare during a recent worksite event. Candi, of Middletown, says her daily 80-mile roundtrip commute is what prompted her to explore the options that ridesharing can provide.

“It’s a great way to save money and help the environment,” she said.

Governor Markell was on hand to support the program’s goals of reducing the number of vehicles on the roadways, which promotes cleaner air. “These programs succeed because businesses and individuals see the economic, environmental and quality of life benefits to sharing rides and resources. I commend Wilmington Trust for being one of the first businesses to join Rideshare in 1997. This is the kind of partnership that Delaware must continue to support and nurture.”

DelDOT Secretary Carolann Wicks said the program is crucial to the overall transportation system. “Our goal is to continue to promote this effort, just as we promote and expand our bus and train services. We in the transportation business realize that alternative transportation options like Rideshare and public transit do not fit everyone’s lifestyle, but we believe that there are many more potential riders out there than are utilizing these public services. Our message is simple: Give us a chance. See if it works for you.”

DART First State introduced its new commuter program to Delaware employees and their employers in 1997. Partnering with Wilmington Trust, the Rideshare staff held its first employee ‘transportation fair’ in 1997 registering employees into their program to help them find rideshare partners. Twelve years, hundreds of public outreach events, and thousands of commuters later, the program, is now an established resource for Delawareans and marks serving its 15,000 commuter.

Wilmington Trust Company recently became an official Rideshare Delaware Employer Partner.

“We are pleased to be part of this milestone for the Rideshare program,” said Gail Howard, senior vice president and director of human resources for Wilmington Trust. “As one of Delaware’s largest private-sector employers we rely on effective transportation programs, like Rideshare Delaware, to help our staff members get to the office in the morning to begin the work of serving our clients and help get them home safely to their families at night.”

Since inception, DART’s RideShare Delaware has been assisting employers with implementing federal transportation benefits to their employees along with administering other commuter programs that support high occupancy travel modes such as carpool matching, transit resources, vanpool services, a guaranteed ride home benefit and more.

To date, DelDOT/DART's Rideshare program estimates a total reduction of 42,731,998 miles reduced by program participants and has saved commuters \$10,255,351 in commuting expenses. Over 700 Delaware worksites are presently represented in the program by participants. Without Rideshare, Delaware's air quality and congestion would be much worse.

Individuals interested in exploring commuter benefits can contact the Rideshare office directly at 1-888-RIDE-MATCH (743-3628) or visit www.ridesharedelaware.org.

DART's RideShare Delaware is a free public service offered by DART First State open to all commuters working in Delaware and their employers.

-END-